

## **Judging Criteria for the Social Enterprise Track**

### **FUNDING IDEA:**

Is your source of income uniquely identified?

Is the product, service, or cause clear and important to your customer/donor?

Does the funding model make sense?

### **SOCIAL IMPACT:**

Is their Target Beneficiary clearly identified and in need?

Does the team know how to reach the social beneficiaries efficiently?

Will the social impact be significant to the individual?

Will this affect a significant number of individuals?

### **OPERATIONS:**

Is their management team qualified?

Is their execution plan adequately explained at the appropriate level of detail?

Do they have a timeline clearly defined that is appropriate?

### **FINANCE:**

Do they know how much money they need to launch?

If bootstrapping, can they successfully grow their company through internal funding?

Do they know how long until they generate revenue and begin to have a social impact?

Are their financial statements reasonable?

### **OVERALL:**

Did you get excited reading the plan?

Do the sections work well together?

Does the plan reflect the real potential of the idea?

Do you believe this could scale?

Anything else (grammar, pictures, tone...)